## WHAT IS CLAIMED IS:

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1. A compound represented by the following formula (1):

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wherein R<sub>1</sub>, R<sub>2</sub> and R<sub>3</sub> each are independently a straight or branched alkyl group having 1 to 18 carbon atoms, a substituted or un-substituted aromatic group having 5 to 18 carbon atoms, a heterocyclic aromatic group having 5 to 18 carbon atoms, and one or more hetero-atoms selected from the group consisting of N, O and S; or two or more of R<sub>1</sub>, R<sub>2</sub> and R<sub>3</sub> taken together form an aliphatic cycle having 5 to 20 carbon atoms, an aromatic cycle having 5 to 20 carbon atoms, or a heterocyclic aromatic cycle having 5 to 20 carbon atoms, and one or more hetero-atoms selected from the group consisting of N, O and S.

2. The compound according to claim 1, wherein the compound is Ir-1, Ir-2, or Ir-3.

3. A preparation method of the compound of formula (1) comprising the steps of:

- 1) reacting the phenyl pyridine compound of formula (1) below with IrCl<sub>3</sub>\*xH<sub>2</sub>O or Na<sub>3</sub>IrCl<sub>6</sub>\*xH<sub>2</sub>O to form a precursor compound; and
- 2) reacting the precursor compound obtained by the above step 1) with the compound of formula (3) below to obtain the compound of formula (1) according to claim 1:

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wherein R<sub>1</sub>, R<sub>2</sub> and R<sub>3</sub> each are the same as defined in claim 1.

- 4. An organic electroluminescent device having one or more organic thin layers formed between a first electrode and a second electrode, wherein at least any one layer of the organic thin layers comprises one or more compounds represented by the formula (1) according to claim 1 or 2.
- 5. The organic electroluminescent device according to claim 4, wherein the organic thin layer comprises one or more layer selected from the group consisting of a hole transport layer, an emission layer, a hole blocking layer, an electron transport layer, and an electron injection layer.
- 6. The organic electroluminescent device according to claim 5, wherein at least one or more compounds represented by the formula (1) according to claim 1 or 2 are used as dopant of the emission layer.
- 7. The organic electroluminescent device according to claim 5, wherein at least one or more compounds represented by the formula (1) according to claim 1 or 2 are used as host of the emission layer.